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ABSTRACT

As part of Johnson County Community College's (JCCC) enrollment management efforts, a questionnaire was designed to gather information about why applicants do not enroll at the college. Survey instruments were mailed to 1,129 potential students in December 1996, resulting in 218 completed surveys. Results are presented for the following areas: (1) reasons for not enrolling; (2) financial concerns; (3) financial aid; (4) student services; (5) assessment and enrollment; (6) educational objectives; and (7) respondent profile. The main reasons cited for not enrolling are: financial concerns (23%), decision to attend another school (13%), work schedule conflicts (10%), too many other commitments or responsibilities (8%), and frustration with the enrollment process (6%). Fifty-three percent of respondents indicated that financial concerns are very or somewhat important in their decision not to enroll. Of interest is the fact that only 19% applied for financial aid. In terms of student services, 25% of the respondents indicated they experienced a problem with the enrollment process, and 18% experienced some difficulty in trying to obtain financial aid. Sixty-two percent indicated they planned to enroll at JCCC in the future. The main educational objectives of these potential students are: (1) transfer (24%); (2) career change preparation (18%); (3) self-improvement or personal interest (16%); and (4) preparation for the job market (14%). Tabled results for the survey and the questionnaire are appended. (CAK)

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ED 430 648

Survey of Fall 1996
Non-enrolling Applicants

Johnson County Community College
Office of Institutional Research

June 1997

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SURVEY OF FALL 1996
NON-ENROLLING APPLICANTS

Johnson County Community College
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June 1997

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INTRODUCTION

Purpose

As part of JCCC's enrollment management efforts, a questionnaire was designed to gather information to determine why students who complete the application process do not enroll at JCCC.

Methodology

A mail survey was conducted in December 1996 of 1,129 potential students who had applied at JCCC for the Fall 1996 semester but did not enroll for that semester. Two mailings resulted in 218 completed surveys for a response rate of 19%.

Tabled results for the survey are included in Appendix A. A copy of the questionnaire is included in Appendix B. A copy of the students' verbatim comments is included in a supplement to this report.

Please direct any questions or comments about this survey, as well as requests for the supplement of students' verbatim comments, to:

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REASONS FOR NOT ENROLLING

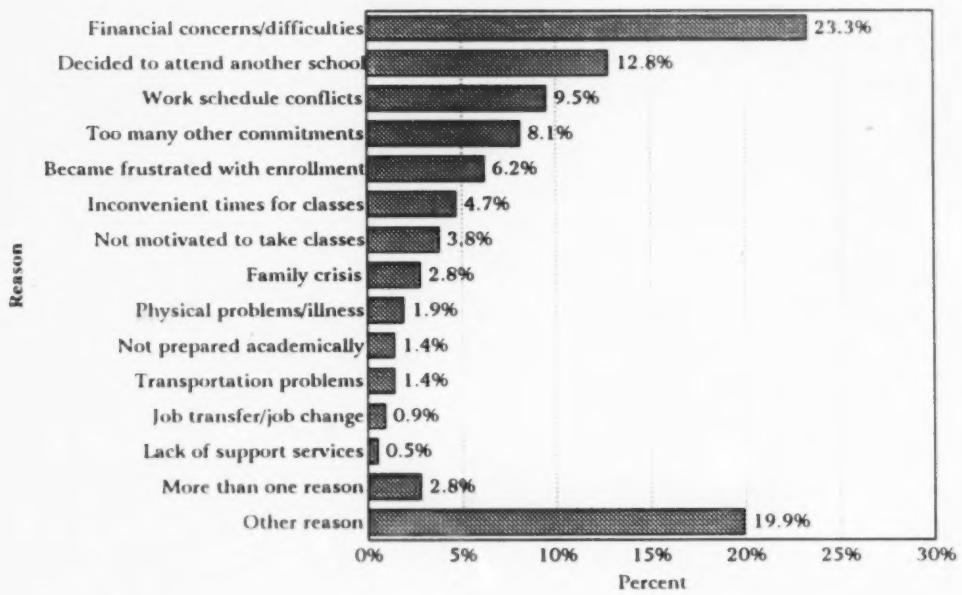
'96 Non-enrolling Applicants Survey

Why did potential JCCC students apply but not enroll for the Fall 1996 semester?

- Overall, financial concerns (34%), work schedule conflicts (23%), too many other commitments or responsibilities (19%), decided to attend another school (18%), and became frustrated with the enrollment process (11%), were the top five reasons given by applicants for not registering for classes at JCCC for the Fall 1996 semester (see Table 1). *(Note: multiple responses allowed.)*

- When asked about their *main* reason for not enrolling at JCCC for the Fall 1996 semester (see Table 2 and Figure 1) respondents indicated: financial concerns/difficulties (23%), decided to attend another school (13%), work schedule conflicts (10%), too many other commitments or responsibilities (8%), became frustrated with the enrollment process (6%), and inconvenient class times (5%). Conflicts of one sort or another (work schedule conflicts, too many other commitments, and inconvenient times for classes) were cited by *over 20 percent* of the students who did not enroll.

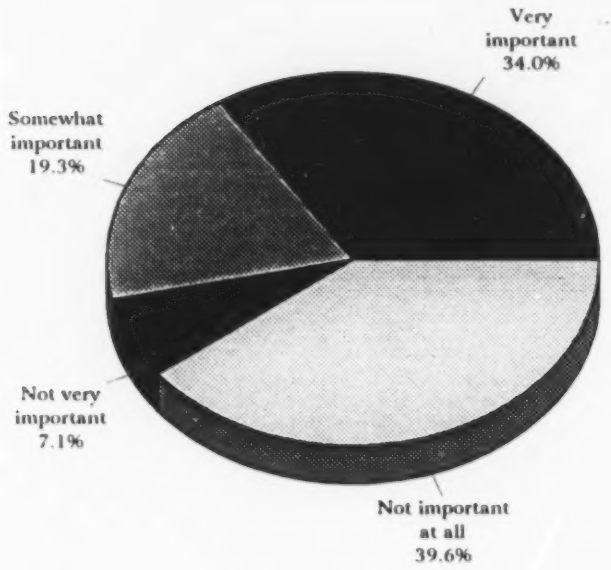
Figure 1
MAIN Reasons Students Did Not Enroll



How important were financial concerns in the decision of applicants not to enroll?

- Financial concerns were an important factor (very or somewhat important) in the decision not to enroll of *53 percent* of the non-enrolling applicants surveyed (see Table 3 and Figure 2).

Figure 2
Importance of Financial Concerns in Decision Not to Enroll



- In total, *60 percent* of the respondents indicated that financial concerns had at least some importance (very, somewhat, or not very important) in their decision not to enroll. Of these, *45 percent* reported that they needed $500 or less in order to have been able to attend JCCC. An *additional 26 percent* and *22 percent* needed $501 - $1000 and more than $1000, respectively, to have been able to attend JCCC (see Table 4).

- In a study conducted in February 1996 of students who had registered for classes for Spring 1996 and who had subsequently dropped all their classes, similiar results were obtained. In that study, more than half of those respondents who said financial concerns were a factor in dropping all their classes said they needed $500 or less in order to have been able to attend JCCC.

What proportion of non-enrolling applicants applied for financial aid?

- In spite of the high proportion of respondents (60%) who indicated that financial concerns had some importance to them, only *19 percent* had applied for financial aid (see Table 5).

What reasons were given for <u>not</u> applying for financial aid?

- Reasons given by the *81 percent* of respondents who had *not* applied for financial aid regarding why they did *not* apply include didn't need the money (32%), income too high for grants and didn't want loans (30%), too late to get the money in time for school (22%), and didn't know how to go about it (22%). (See Table 6) *(Note: multiple responses allowed.)*

- When asked about their *main* reasons for not applying for financial aid, non-enrolling applicants indicated that they didn't need the money (30%), their income was too high for grants and they did not want loans (17%), it was too late to get the money in time for school (16%), and they did not know how to go about it (13%). (See Table 7).

What percentage of respondents' financial aid applications were approved?

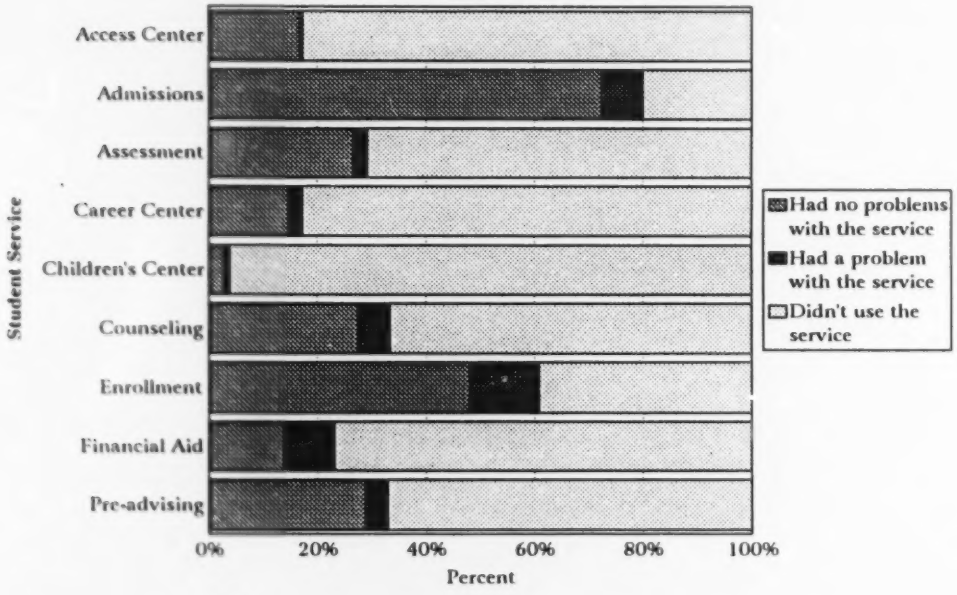
- Of the *19 percent* of respondents who had applied for financial aid, *57 percent* said their applications had been approved, *19 percent* said their applications had *not* approved, and the remaining *24 percent* were unsure whether or not their applications had been approved.

Which student services were used by non-enrolling applicants?

- As Figure 3 shows, Admissions, Enrollment, Counseling, Pre-advising, and Financial Aid were the most-used student services. Because the students did not actually enroll at JCCC, many of them did not use most of JCCC's student services (see Table 9).

- *Ten percent or fewer* of the non-enrolling students *who used the service* had problems with the Access Center (3%), Assessment (9%), or Admissions (10%). *Eleven to twenty percent* of the non-enrolling students *who used the service* had problems with Pre-advising (13%), the Career Center (15%), or Counseling (17%). *More than 20 percent* of the non-enrolling students *who used the service* had problems with Enrollment (21%), the Children's Center (29% - caution - small sample size), or Financial Aid (41%).

Figure 3
Student Services: Usage and Problems



Which assessment tests, if any, had non-enrolling applicants taken?

- *Twenty-seven* percent of the students took assessment tests at JCCC (see Table 10). Of these students, *63 percent* reported that they had taken the ASSET entry level assessment test. (The actual figure may be somewhat higher because *16 percent* of this group said they didn't know if they had taken the ASSET test or not.)

What were prospective students' plans regarding future enrollment at JCCC?

- *Over sixty percent* of respondents planned to enroll at JCCC sometime in the future (see Table 11); an *additional 26 percent* were uncertain. Only *12 percent* did *not* plan to enroll at JCCC sometime in the future.

When did respondents apply for admission to JCCC?

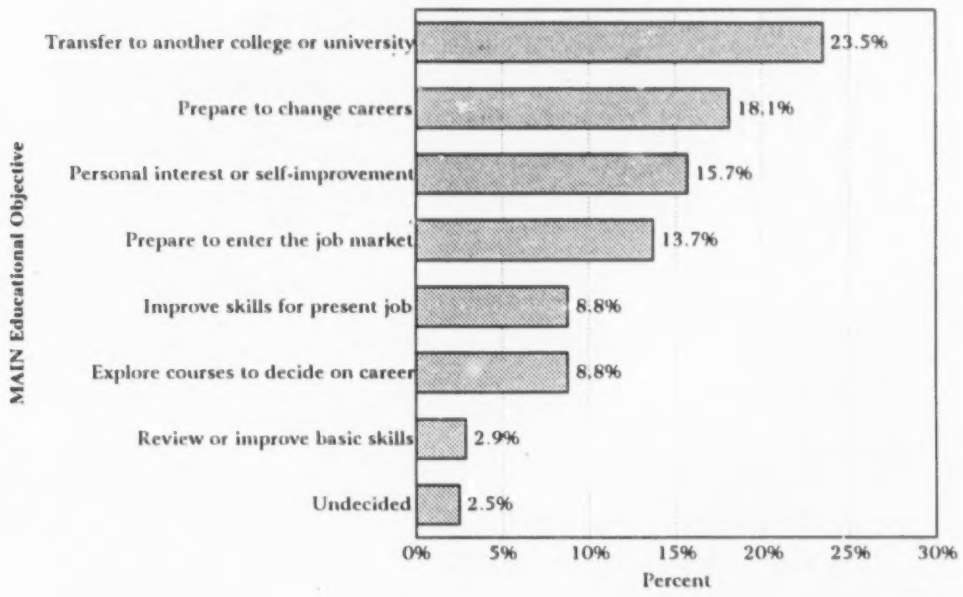
- *Twenty-six percent* of students applied early for admission to JCCC for the Fall 1996 semester early (January - April), *39 percent* in May - July, and *34 percent* in August of 1996 (see Table 12).

What were the non-enrolling applicants educational objectives?

- The most prevalent educational objectives for the non-enrolling applicants were (see Table 13): personal interest or self-improvement (40%), transfer to another college/university (35%), prepare to change careers (26%), prepare to enter the job market (26%), improve skills for present job (21%), explore courses to decide on a career (21%), *(Note: Multiple responses allowed. See Table 13.)*

- When asked about their *main* educational objective non-enrolling applicants indicated: transfer to another college/university (24%), prepare to change careers (18%), personal interest/self-improvement (16%), prepare to enter the job market (14%), improve skills for present job (9%), explore courses to decide on career (9%), review or improve basic skills (3%). *Six percent* indicated they had more than one educational objective and three percent were undecided. *About half* of the respondents had a career-related educational objective. (See Table 13 as well as Figure 4, below).

Figure 4
MAIN Educational Objective



Did the prospective students plan to be full-time or part-time students, had they enrolled?

- *Almost two-thirds* of the non-enrolling applicants planned to be part-time students had they enrolled, *just under 30 percent* planned to be full-time students, and *six percent* were uncertain whether they would have been full-time or part-time (see Table 14).

How many credit hours, if any, had the non-enrolling applicants completed at any college or university other than JCCC prior to Fall 1996?

- *Forty percent* of the non-enrolling applicants (see Table 14) had completed no credit hours at any college or university other than JCCC prior to Fall 1996. *Over one fourth* (28%) had completed over 60 credit hours. The remaining non-enrolling applicants had completed 1-14 credit hours (16%), 15-29 credit hours (9%), 30-44 credit hours (4%), or 45-59 credit hours (3%).

What was the gender of the non-enrolling applicants?

- *Sixty percent* of the non-enrolling applicants were female; *40 percent* were male.

What was the average age of the non-enrolling applicants?

- The mean age was 29.9 years, higher than the mean age of 27.1 years for JCCC's 1996 Fall enrollees.

APPENDIX A

TABLED SURVEY FINDINGS

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Table 1

ALL REASONS FOR NOT ENROLLING AT JCCC

	Number	Percent
Financial concerns/difficulties	75	34.1%
Work schedule conflicts	50	22.7
Too many other commitments/responsibilities	41	18.6
Decided to attend another school	40	18.2
Became frustrated with the enrollment process	23	10.5
Inconvenient times for classes	15	6.8
Not prepared academically	15	6.8
Transportation problems	15	6.8
Not motivated to take classes	14	6.4
Family crisis	7	3.2
Job transfer/job change	7	3.2
Physical problems or illness	5	2.3
Moved	6	2.7
Scores on placement or assessment tests	3	1.4
Lack of support services	2	0.9
Other reasons	53	24.1

Note: Percentages based on total respondents; multiple responses allowed.

Table 2

MAIN REASON FOR NOT ENROLLING AT JCCC

	Number	Percent
Financial concerns/difficulties	49	23.2%
Decided to attend another school	27	12.8
Work schedule conflicts	20	9.5
Too many other commitments/responsibilities	17	8.1
Became frustrated with the enrollment process	13	6.2
Inconvenient class times	10	4.7
Not motivated to take classes	8	3.8
Family crisis	6	2.8
Physical problems/illness	4	1.9
Transportation problems	3	1.4
Not prepared academically	3	1.4
Job transfer/job change	2	0.9
Lack of support services	1	0.5
More than one reason	6	2.8
Other	42	19.9
Number of respondents	211	100.0

Table 3

IMPORTANCE OF FINANCIAL CONCERNS IN DECISION NOT TO ATTEND JCCC

	Number	Percent
Not important at all	84	39.6%
Not very important	15	7.1
Somewhat important	41	19.3
Very important	72	34.0
Number of respondents	212	100.0

Table 4

ADDITIONAL AMOUNT OF MONEY STUDENT NEEDED IN ORDER TO ATTEND JCCC

	Number	Percent
Less than $100	10	8.8%
$100 - $250	18	15.8
$251 - $500	24	21.1
$501 - $750	16	14.0
$751 - $1000	14	12.3
$1001 - $1250	6	5.3
$1251 - $1500	3	2.6
$1501 - $1750	2	1.8
$1751 - $2000	6	5.3
More than $2000	15	6.8
Number of respondents	114	100.0

Note: Based on number of students who indicated that financial concerns had at least some importance in their decision not to attend JCCC.

Table 5

STUDENTS WHO APPLIED FOR FINANCIAL AID

	Number	Percent
Students who applied for financial aid	41	19.4%
Students who did not apply for financial aid	170	80.6
Number of respondents	211	100.0

Table 6

WHY STUDENTS DID *NOT* APPLY FOR FINANCIAL AID

	Number	Percent
Didn't need the money	55	32.4%
Income too high for grants and didn't want loans	51	30.0
Too late to get money in time for school	38	22.4
Didn't know how to go about it	35	20.6
Too much paperwork	7	4.1
Too much trouble for what you get	6	3.5
Didn't get the help needed from financial aid	4	2.4
Other students had problems	2	1.2
Questions were too personal	1	0.6
Other reason	38	22.4

Note: Percentages based on total respondents (170) who did not apply for financial aid at JCCC; multiple responses allowed.

Table 7

MAIN REASON STUDENTS DID NOT APPLY FOR FINANCIAL AID

	Number	Percent
Did not need the money	51	30.4%
Income too high for grant; didn't want loans	29	17.3
Too late to get money in time for school	27	16.1
Did not know how to go about it	22	13.1
Too much trouble for what you get	2	1.2
Didn't get the help needed from Financial Aid Office	2	1.2
Too much paperwork	1	0.6
More than one reason	5	3.0
Other	29	13.2
Number of respondents	168	100.0

Note: Respondents are those who had not applied for financial aid at JCCC.

Table 8

APPROVAL OF APPLICATION FOR FINANCIAL AID

	Number	Percent
Application for financial aid approved	31	16.0%
Application for financial aid *not* approved	10	5.2
Don't know if application for financial aid was approved or not	13	6.7
Did not apply for financial aid	140	72.2
Number of respondents	218	100.0

Table 9

PROBLEMS WITH AND USE OF STUDENT SERVICES

	Number	Percent
Access Center		
Had no problems	32	16.8%
Had a problem	1	0.5
Didn't use	158	82.7
Admissions		
Had no problems	140	70.7
Had a problem	15	7.6
Didn't use	43	19.5
Assessment		
Had no problems	51	26.7
Had a problem	5	2.6
Didn't use	135	70.7
Career Center		
Had no problems	28	14.7
Had a problem	5	2.6
Didn't use	158	82.7
Children's Center		
Had no problems	5	2.7
Had a problem	2	1.1
Didn't use	181	96.3

Table 9 (continued)

PROBLEMS WITH AND USE OF STUDENT SERVICES

	Number	Percent
Counseling		
Had no problems	53	27.5
Had a problem	11	5.8
Didn't use	127	66.5
Enrollment		
Had no problems	95	48.2
Had a problem	25	12.7
Didn't use	77	39.1
Financial Aid		
Had no problems	26	13.7
Had a problem	18	9.5
Didn't use	146	76.8
Pre-advising		
Had no problems	55	28.8
Had a problem	8	4.2
Didn't use	128	67.0

Note: Percentages based on total responses for the student service: 191 for all services but the Children's Center (188), Financial Aid (190), Enrollment (197), and Admissions (198).

Table 10

ASSESSMENT TESTS TAKEN

	Number	Percent
Student took assessment tests at JCCC	56	27.2%
Student did *not* take assessment tests at JCCC	147	71.4
Student did not know if he/she took an assessment test at JCCC or not	3	1.5
Number of respondents	206	100.0
ASSET Entry Level Assessment Test Taken		
Yes	30	62.5%
No	2	4.2
Don't know	16	33.3
Number of respondents (base: students who took any assessment tests at JCCC)	48	100.0

Table 11

PLANS TO ENROLL AT JCCC IN THE FUTURE

	Number	Percent
Student plans to enroll at JCCC sometime in the future	132	62.3%
Student does *not* plan to enroll at JCCC sometime in the future	25	11.8
Student *does not know* if he/she plans to enroll at JCCC sometime in the future	55	25.9
Number of respondents	212	100.0

Table 12

WHEN STUDENT APPLIED FOR ADMISSION FOR THE FALL 1996 SEMESTER

	Number	Percent
January - April 1996	48	26.2%
May - July 1996	72	39.3
August 1996	62	33.9
Don't know	1	0.5
Number of respondents	183	100.0

Table 13

EDUCATIONAL OBJECTIVE

	Number	Percent
ALL Educational Objectives		
Transfer to another college/university	76	34.5%
Prepare to enter the job market	56	25.5
Improve skills for present job	47	21.4
Explore courses to decide on career	47	21.4
Review or improve basic skills	45	20.5
Personal interest or self-improvement	88	40.0
Prepare to change careers	57	25.9
Undecided	7	3.2
MAIN Educational Objective		
Transfer to another college/university	48	23.5
Prepare to enter the job market	28	13.7
Improve skills for present job	18	8.8
Explore courses to decide on career	18	8.8
Review or improve basic skills	6	2.9
Personal interest or self-improvement	32	15.7
Prepare to change careers	37	18.1
More than one reason	12	5.9
Undecided	5	2.5
Number of respondents	204	100.0

Note: Percentages for ALL Educational Objectives based on total respondents.

Table 14

DEMOGRAPHIC PROFILE

	Number	Percent
Full-time or Part-time Student if Enrolled		
Planned to be full-time student	61	29.2%
Planned to be part-time student	136	65.1
Don't know	12	5.7
Number of respondents	209	100.0
Credit Hours Completed at Any College/ University Other than JCCC Prior to Fall 1996		
0 credit hours	82	40.0%
1 - 14 credit hours	32	15.6
15 - 29 credit hours	18	8.8
30 - 44 credit hours	9	4.1
45 - 59 credit hours	7	3.2
60 or more credit hours	57	27.8
Number of respondents	205	100.0
Gender		
Male	86	40.4%
Female	127	59.6
Number of respondents	213	100.0

Table 14 (continued)

DEMOGRAPHIC PROFILE

		Number	Percent
Age			
15 - 17		7	3.3%
18 - 20		64	30.2
21 - 23		19	10.0
24 - 26		22	10.4
27 - 29		9	4.3
30 - 39		44	20.7
40 - 49		31	14.6
50 - 59		6	2.9
60+		8	3.8
Mean Age	29.9		
Number of respondents		210	100.0

APPENDIX B

QUESTIONNAIRE

JOHNSON COUNTY COMMUNITY COLLEGE
Survey of Fall 1996 Non-enrolling Applicants

Thank you for taking the time to complete this survey. Your opinions are very valuable to us. All individual responses will be analyzed only as a group to ensure your confidentiality.

1. **Why didn't you register for classes at Johnson County Community College (JCCC) this semester?** (Check *all* that apply.)

____(1) Work schedule conflicts
____(2) Job transfer/job change
____(3) Moved
____(4) Decided to attend the following school _____
____(5) Financial concerns/difficulties
____(6) Inconvenient times for classes
____(7) Not prepared academically
____(8) Too many other commitments/ responsibilities
____ (9) Family crisis
____(10) Not motivated to take classes
____(11) Became frustrated with the enrollment process
____(12) Physical problems/illness
____(13) Transportation problems
____(14) Lack of support services
____(15) Scores on placement/assessment tests
____(16) Other (please explain) _____
_____

Which of the following is the *main* reason you did not enroll at JCCC this fall? (Check only *one*.)

____(1) Work schedule conflicts
____(2) Job transfer/job change
____(3) Moved
____(4) Decided to attend the following school _____
____(5) Financial concerns/difficulties
____(6) Inconvenient times for classes
____(7) Not prepared academically
____(8) Too many other commitments/ responsibilities
____ (9) Family crisis
____(10) Not motivated to take classes
____(11) Became frustrated with the enrollment process
____(12) Physical problems/illness
____(13) Transportation problems
____(14) Lack of support services
____(15) Scores on placement/assessment tests
____(16) Other (please explain) _____
_____

2. **How important were financial concerns in your decision not to attend JCCC this fall?**

____(1) Not important at all >>>>>> *Go to Item 4*
____(2) Not very important >>>>>> *Go to Item 3*
____(3) Somewhat important >>>>>> *Go to Item 3*
____(4) Very important >>>>>> *Go to Item 3*

3. **How much *additional* money would you have needed to attend JCCC this fall?**

____(1) Less than $100
____(2) $100 - $250
____(3) $251 - $500
____(4) $501 - $750
____(5) $751 - $1000
____(6) $1001 - $1250
____(7) $1251 - $1500
____(8) $1501 - $1750
____(9) $1751 - $2000
____(10) More than $2000

4. **Did you *apply* for financial aid at JCCC?**

____(1) Yes >>>>>> *Go to Item 6*
____(2) No >>>>>> *Go to Item 5*

5. **Why *didn't* you apply for financial aid at JCCC?** (Check *all* that apply.)

____(1) Didn't know how to go about it
____(2) Too much paperwork
____(3) Questions were too personal
____(4) Other students had problems
____(5) Didn't need the money
____ (6) Income too high for grants; didn't want loans
____ (7) Too late to get money in time for school
____ (8) Too much trouble for what you get
____ (9) Didn't get the help needed from Financial Aid Office
____(10) Other (please explain) _____
_____

Which of the following is the *main* reason you *didn't* apply for financial aid? (Check only *one.)*

____(1) Didn't know how to go about it
____(2) Too much paperwork
____(3) Questions were too personal
____(4) Other students had problems
____(5) Didn't need the money
____ (6) Income too high for grants; didn't want loans
____ (7) Too late to get money in time for school
____ (8) Too much trouble for what you get
____ (9) Didn't get the help needed from Financial Aid Office
____(10) Other (please explain) _____
_____

6. **Was your application for financial aid at JCCC *approved* ?**

____(1) Yes ____(2) No ____(3) Don't know ____(4) Didn't apply

If you answered "No" above, why was your application for financial aid at JCCC *not* approved?

____(1) Satisfactory Academic Progress not met
____(2) Income too high for grants; don't want loans
____(3) Didn't submit all required documents
____(4) Haven't repaid previous aid
____(5) Already borrowed maximum amount
____(6) Not enrolled in enough hours
____(7) My program not eligible for financial aid
____(8) Don't know/remember

7. **For each of the student services listed below, indicate whether you had a problem with the service.** *If you didn't use the service, please mark "Didn't use."* **Explain any problems below.**

	Had no problems	Had a problem	Didn't use
Access Center	1	2	3
Admissions	1	2	3
Assessment	1	2	3
Career Center	1	2	3
Children's Center	1	2	3
Counseling	1	2	3
Enrollment	1	2	3
Financial Aid	1	2	3
Pre-advising	1	2	3

If you *did* have a problem with any of the student services listed above, please explain:

8. **Did you take any assessment tests at JCCC?**

____(1) Yes >>>>Did you take the ASSET entry level assessment test? ____(1) Yes
____(2) No ____(2) No
____(3) Don't know ____(3) Don't know

9. **Do you plan to enroll at JCCC sometime in the future?**

____(1) Yes >>>>>> *Go to Item 11*
____(2) No >>>>>> *Go to Item 10*
____(3) Don't know >>>>>> *Go to Item 10*

10. **What would need to change before you would enroll at JCCC?**

11. **When did you apply for admission for the Fall l996 semester?**

____(1) Jan - Apr '96
____(2) May - Jul '96
____(3) Aug '96

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12. **Which of the following are reasons you applied for admission to JCCC?** (Check *all* that apply.)

____(1) Transfer to another college/university
____(2) Prepare to enter the job market
____(3) Improve skills for present job
____(4) Explore courses to decide on career
____(5) Review or improve basic skills
____(6) Personal interest or self-improvement
____(7) Prepare to change careers
____(8) Undecided

Which of the following best describes your *main* reason for applying for admission to JCCC? (Check only *one*.)

____(1) Transfer to another college/university
____(2) Prepare to enter the job market
____(3) Improve skills for present job
____(4) Explore courses to decide on career
____(5) Review or improve basic skills
____(6) Personal interest or self-improvement
____(7) Prepare to change careers
____(8) Undecided

13. **Had you enrolled at JCCC for the Fall 1996 semester, were you planning to be a full-time or part-time student?**

____(1) Full-time student ____(2) Part-time student ____(3) Don't know

14. **How many credit hours had you completed at *any* college or university other than JCCC prior to fall 1996?**

____(1) 0 credit hours
____(2)1-14 credit hours
____(3) 15-29 credit hours
____(4) 30-44 credit hours
____(5) 45-59 credit hours
____(6) 60 or more credit hours

15. **Sex:** ____(1) Male ____(2) Female

16. **What is your age?** _____

17. **What is the zip code of your home address?** _____

Please feel free to make any comments in the space below.